

73079-11

11/21/2013

1/8



UNITED STATES ENVIRONMENTAL PROTECTION  
AGENCY

WASHINGTON, D.C. 20460

**NOTIFICATION**

**NOV 21 2013**

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

Cisse W. Spragins, Ph.D.  
Rockwell Labs Ltd./Abamectin Cockroach Gel  
1257 Bedford Ave  
North Kansas City, MO 64116

Subject: Notification of Alternate Brand Name  
EPA Registration # 73079-11  
Submission Date: September 9, 2013

Dear Dr. Spragins:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 dated September 9, 2013 for:

**ALTERNATE BRAND NAME:  
MAGGIE'S FARM SIMPLY EFFECTIVE ANT & ROACH GEL**

The Registration Division (RD) has reviewed this request and finds that the action requested falls within the scope of PRN 98-10. The label submitted with the application has been stamped "Notification" and will be placed in our records. If you have any questions, please contact Jessica Rogala at (703) 347-0263 or via email at [rogala.jessica@epa.gov](mailto:rogala.jessica@epa.gov).

Sincerely,

A handwritten signature in black ink that reads "J. Rogala".

Jessica Rogala  
Environmental Protection Specialist  
Insecticide-Rodenticide Branch  
Registration Division (7505P)



Please read instructions on reverse before completing form.

Form Approved. OMB No. 2070-0060

<p><b>United States</b> <b>Environmental Protection Agency</b> Washington, DC 20460</p>	<input type="checkbox"/> <b>Registration</b> <input type="checkbox"/> <b>Amendment</b> <input checked="" type="checkbox"/> <b>Other</b>	<b>OPP Identifier Number</b>  
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**Application for Pesticide - Section I**

<b>1. Company/Product Number</b> 73079-11	<b>2. EPA Product Manager</b> John Hebert	<b>3. Proposed Classification</b> <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
<b>4. Company/Product (Name)</b> Rockwell Labs Ltd /Abamectin Cockroach Gel	<b>PM#</b> 7	
<b>5. Name and Address of Applicant (Include ZIP Code)</b> 1257 Bedford Ave North Kansas City, MO 64116  <input type="checkbox"/> <i>Check if this is a new address</i>		<b>6. Expedited Review.</b> In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: <b>EPA Reg. No.</b> _____  <b>Product Name</b> _____

**Section - II**

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.

**Explanation:** Use additional page(s) if necessary. (For section I and Section II.)

This notification is consistent with PR Notice 98-10 and the requirements of 40 CFR 156.10 and 40 CFR 152.46 and no other changes have been made to the label or Confidential Statement of Formula for this product. I understand it is a violation of 18 U.S.C. Section 1001 to willfully make a false statement to EPA. I further understand that if this notification is not consistent with the guidance of PR Notice 98-10 and the requirements of 40 CFR 156.10 and 40 CFR 152.46, this product may be in violation of FIFRA and may be subject to enforcement action and penalties provided under sections 12 and 14 of FIFRA. See highlighted label copy and attached letter for explanation of changes.

**Section - III**

<b>1. Material This Product Will Be Packaged In:</b>				<b>2. Type of Container</b>	
<b>Child-Resistant Packaging</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>Unit Packaging</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>Water Soluble Packaging</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
<b>* Certification must be submitted</b> If "Yes" Unit Packaging wgt.    No. per container		If "Yes" Package wgt    No. per container		<input type="checkbox"/> Metal <input checked="" type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____	
<b>3. Location of Net Contents Information</b>		<b>4. Size(s) Retail Container</b>		<b>5. Location of Label Directions</b>	
<input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		35g/1.25oz, 4x35g/1.25 oz, 5x35g/1.25oz; 60g/2.1oz; 300g/10.5oz		<input type="checkbox"/> _____	
<b>6. Manner in Which Label is Affixed to Product</b>					
<input checked="" type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			<input checked="" type="checkbox"/> Other printed outer box		

**Section - IV**

<b>1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)</b>		
<b>Name</b> Cisse W. Spragins, Ph.D.	<b>Title</b> CEO	<b>Telephone No. (Include Area Code)</b> 816 283 3167
<b>Certification</b> I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		<b>6. Date Application Received (Stamped)</b>  
<b>2. Signature</b> 	<b>3. Title</b> CEO	
<b>4. Typed Name</b> Cisse W. Spragins, Ph.D.	<b>5. Date</b> 9/3/13	



September 3, 2013

Document Processing Desk (NOTIF)  
Office of Pesticide Programs/EPA  
One Potomac Yard  
2777 S. Crystal Drive  
Arlington, VA 22202

By Federal Express

PM Team #7

Re: Abamectin Cockroach Gel, 73079-11, 0.05% Abamectin  
NOTIFICATION of Minor Changes

Dear Sir/Madam:

Attached please find our Notification of an ABN, minor changes in labeling and additional pack sizes for the subject product.

The label changes are housekeeping changes regarding contact info and trademark statements and some factual marketing statements.

Both a highlighted and a clean copy of the label are attached.

There are no product changes and no other label changes.

Many thanks for your kind attention. Please feel free to contact us at 816 283 3167 or [cspragins@rockwelllabs.com](mailto:cspragins@rockwelllabs.com) with any questions or concerns.

Sincerely,

Rockwell Labs Ltd

Cisse W. Spragins, Ph.D.  
CEO

**NOTE:**

*Bold italicized text is information for the reader and not part of the label.*  
[Bracketed information is optional text.] Text separated by / denotes and / or options.

**Abamectin Cockroach Gel**

**ABN: InVict™ AB Insect Paste**

**ABN: Maggie's Farm™ Simply Effective™ Ant & Roach Gel**

Active Ingredient: Abamectin B1.....0.05%  
Other Ingredients:.....99.95%  
Total:.....100.00%

EPA Reg. No.: 73079-11  
EPA Est. No.: (as applicable)

Net Wt: X - Y g (Z oz) syringe(s)  
35 g (1.25 oz) syringe  
60 g (2.1 oz) syringe  
4 x 35 g (1.25 oz) syringes  
5 x 35 g (1.25 oz) syringes  
300 g (10.5 oz) syringe

**NOTIFICATION**

**NOV 21 2013**

Manufactured by: Rockwell Labs Ltd (logo)

[North] Kansas City, MO 64116

[Phone number / Web address]

[Trademark ownership statement]

[© XXXX]

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION**

**PRECAUTIONARY STATEMENTS**

Hazards to Humans and Domestic Animals: **CAUTION:** Causes moderate eye irritation. Avoid contact with skin, eyes or clothing. Wash hands thoroughly with soap and water after use and before eating, drinking, chewing gum, using tobacco or using the toilet.

[NOTICE: Buyer assumes all responsibility for safety and use not in accordance with directions.]

**ENVIRONMENTAL HAZARDS**

To protect the environment, do not allow bait to enter or run off into storm drains, drainage ditches, gutters or surface waters.

**First Aid**

- If in Eyes:** -Hold eye open and rinse slowly and gently with water for 15-20 minutes.
- Remove contact lenses, if present, after the first five minutes, then continue rinsing.
- Call a poison control center or doctor for treatment advice.

Have the product or label with you when calling a Poison Control Center or doctor or going for treatment. In case of emergency, for additional information call **800 858 7378**.

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**DIRECTIONS FOR USE**

**It is a violation of federal law to use this product in a manner inconsistent with its labeling.**

**Use Sites:** In and around structures, including, but not limited to, homes, apartments, commercial, industrial, municipal, institutional, research, recreational, health care, educational, daycare, hospitality and agricultural buildings and other man-made structures, garages, transport vehicles, sewers, animal research facilities, and food service, storage, handling and processing establishments.

**INDOOR USE**

Results will be best if spilled food and other debris are cleaned up before applying bait. Apply bait so it is out of reach of children and pets. Apply bait only in cracks, crevices, voids, other inaccessible areas, and non-exposed surfaces such as the undersides of furniture and fixtures and under or behind appliances. If bait contacts exposed surfaces, remove bait and wash exposed surfaces. Do not contaminate food or feed. Do not apply bait to areas that are washed down frequently, such as in cracks around the edges of food prep surfaces. Do not apply bait in areas where there is a risk of electrical shock. Do not apply bait on hot surfaces or other areas where the temperature may exceed 130 °F as the bait could melt and drip.

**Roaches:** Apply bait in small spots about ¼" (pea-sized) in diameter (about 0.5g). For most roach infestations, apply 10 to 20 spots per 100 square feet. Use the higher number of spots when infestations are heavy and/or when roaches are living primarily in walls voids or other inaccessible areas. Smaller, more frequent spots are better than occasional large spots. Bait may also be applied in tamper-resistant bait stations. Apply about 1 gram (3/8" size spot) in each station. Place 1-3 stations per 100 square feet in out of the way places where roaches may hide.

Look for areas where roaches may hide or enter buildings. Some of these areas include areas where baseboards are peeling away from walls, cracks in and around equipment and appliances such as stoves, sinks, dishwashers, refrigerators, ice machines, and walk-in coolers, tubs, toilets, drain openings, hollow table legs, areas where pipes come through walls, cracks between different construction elements, around electrical boxes, cracks around hinges, where cabinets meet walls and cracks leading into wall, ceiling or floor voids. Pay particular attention to cracks which lead into void areas, even small ones. Inspect bait every 2-4 weeks and reapply when bait is almost entirely consumed.

**Silverfish:** Apply in 0.5g (pea size) spots as for roaches. Apply 5-10 spots per 100 square feet. Bait areas where silverfish are seen, such as bathrooms, around bookcases, stacks of papers, or peeling wallpaper and to cracks between the living space and the

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attic, such as around light fixtures. Inspect bait after 2-4 weeks and reapply if bait is almost entirely consumed.

**Ants:** Apply bait in thin (1/4" wide) lines, about 1" long in areas where ants are seen trailing. Use 2-5 lines per 100 square feet. Bait is most effective when placed as close as possible to ant nests. Bait may also be applied in tamper-resistant stations. Apply 1-2 lines per station (as above) and use 1-3 stations per 100 sq ft. Inspect bait weekly and reapply when bait is almost entirely consumed.

**Food Processing and Handling Establishments, Including Federally-Inspected Food Plants:** In food areas, including serving areas while the establishment is in operation, only apply bait in cracks, crevices, and other inaccessible areas, or in tamper-resistant bait stations. Never apply bait directly to a surface where food is stored, prepared or served. Follow above directions for crack and crevice placement.

**OUTDOOR USE**

**Roaches, Ants and Silverfish:** Apply bait so it is out of reach of children and pets. Apply bait only in cracks, crevices, voids, holes, other inaccessible areas, and other non-exposed surfaces. Apply bait in concealed areas on the outside surfaces of buildings and other structures, as well as in crawlspaces, attics, tree holes and other voids. Porches, garages, sheds, AC units and other outbuildings, fences or walls may also need treatment. Pay particular attention to cracks where insects may enter buildings and treat those areas. These areas include but aren't limited to cracks around windows, doors, eaves and soffits, expansion joints, and areas where lines or pipes enter buildings. Under siding and molding are also attractive areas for insects to hide. Bait may also be applied in tamper-resistant bait stations. Inspect bait every 2-4 weeks and reapply when bait is almost entirely consumed.

**STORAGE AND DISPOSAL**  
Do not contaminate water, food or feed by storage or disposal.  
**Pesticide Storage:** Store in a dry place. Do not store where children or animals may gain access.  
**Container Handling and Disposal:** **If empty:** Non-refillable container. Do not reuse this container. Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency or **1-800-CLEANUP** for disposal instructions.

**[Warranty Limitations and Disclaimer**

To the extent consistent with applicable law, seller makes no warranty expressed or implied, concerning the use of this product other than as indicated on the label. Buyer accepts this material subject to these terms, and assumes all risk of usage and handling except when used or handled in accordance with this label. To the extent consistent with applicable law, there are no expressed or implied warranties of merchantability or fitness for any particular purpose, except as specifically stated herein. To the extent consistent

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with applicable law, manufacturer shall not be liable for any consequential damages based on the use of the product.]

***Individual Syringe Label***

**Abamectin Cockroach Gel**

**ABN: InVict™ AB Insect Paste**

**ABN: Maggie's Farm™ Simply Effective™ Ant & Roach Gel**

Active Ingredient: Abamectin B1....0.05%  
Other Ingredients:.....99.95%  
Total:.....100.00%

EPA Reg. No.: 73079-11  
EPA Est. No.: (as applicable)  
Net Contents: X g (X oz)

Manufactured by: Rockwell Labs Ltd (logo)  
[North] Kansas City, MO 64116  
[Phone number / Web address]  
[© XXXX]

**KEEP OUT OF REACH OF CHILDREN  
CAUTION**

See outer package for additional Precautions and First Aid, and complete Directions for Use.

NOTE:

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**MARKETING CLAIMS**

**GENERAL CLAIMS**

- [Derived from Soil Microbes]
- [Contains Abamectin]
- [Contains no peanut products]
- [For Indoor and Outdoor Use]
- [For Indoor Use]
- [For Outdoor Use]
- [Ready-to-Use Bait]
- [Multiple [food] attractants]
- [Contains sweet / sugar, oil / grease, and protein]
- [Very low odor [formula]]
- [Guaranteed to work or your money back]
- [Made in [the] USA]
- [WBE Woman Business Enterprise NWBOC Certified (logo)] *As factual based on company certification*
- [Formulated in (applicable US state) (logo)] *As factual based upon end-product manufacturing state*
- [[X] [Free] Bait Trays Included] *When applicable*

**ROACH AND SILVERFISH CLAIMS**

- [Kills Roaches]
- [Kills Small and Large Roaches]
- [Kills Large Roaches]
- [Kills Silverfish]

**ANT CLAIMS**

- [Kills Common / Household Ants Listed]
- Kills acrobat, allegheny, argentine, big-headed, cornfield, crazy, ghost, little black, odorous house, pavement, pharaoh, pyramid, thief and white-footed ants
- [Kills listed sweet / sugar and grease / protein eating ants]
- [Kills listed sweet, grease, and protein eating ants]
- [Uses 4 food sources to kill listed ants]
- [Kills the queen]
- [Kills the colony]
- [Kills the queen and the colony]
- [Kills the listed ants you see and the ones you don't]
- [Kills listed ants where they hide / breed]
- [Attracts listed [foraging / scout / worker] ants]
- [Starts working immediately]
- [Starts killing worker ants in 24 hours]
- [Kills the ant nest / colony in 3-7 days]
- [Guaranteed to kill the colony or your money back]